

OCTOBER 12, 1947

WRUM
~~WBSV~~

PROGRAM POLICIES
AND
WORKING MANUAL

THE TRUMBULL BROADCASTING ASSOCIATION
UNIVERSITY OF CONNECTICUT
FORT TRUMBULL BRANCH
NEW LONDON, CONNECTICUT

COMPILED AND PREPARED BY:

ARNOLD L. BILGORE
PRODUCTION MANAGER

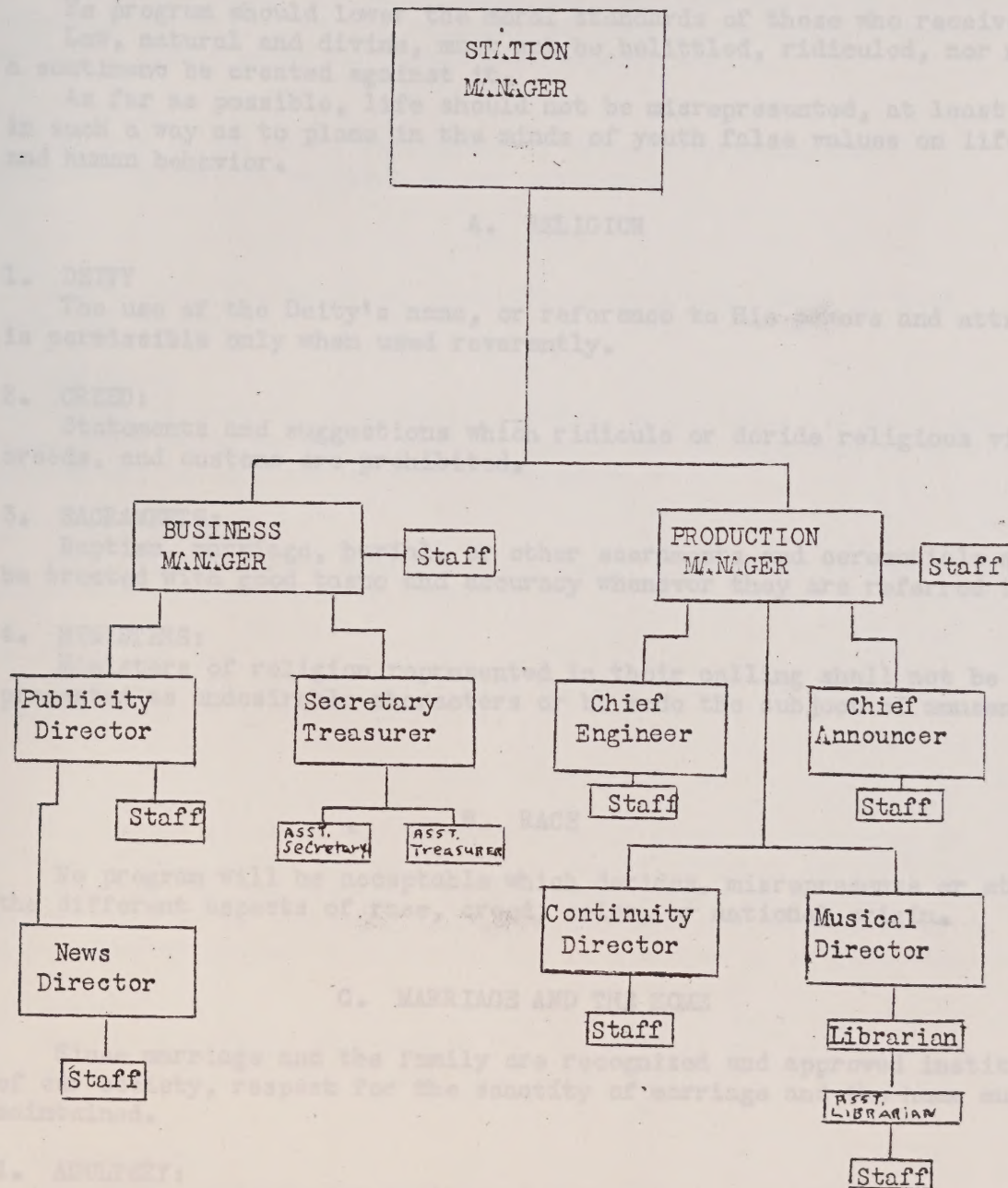
BRUCE R. POWERS
CHIEF ANNOUNCER

APPROVED BY:

HENRY R. MORGAN
STATION MANAGER

WRUM
STATION ~~WVVD~~

ORGANIZATIONAL PLAN



I. PRINCIPLES AND PRACTICES PERTAINING TO PROGRAMS:

Radio entering the dormitory and college circle thereby incurs certain specific obligations. Programs should be designed as to be generally acceptable to the student audience.

No program should lower the moral standards of those who receive it.

Law, natural and divine, must not be belittled, ridiculed, nor must a sentiment be created against it.

As far as possible, life should not be misrepresented, at least not in such a way as to place in the minds of youth false values on life and human behavior.

A. RELIGION

1. DEITY

The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently.

2. CREED:

Statements and suggestions which ridicule or deride religious views, creeds, and customs are prohibited.

3. SACRAMENTS:

Baptism, marriage, burial, or other sacraments and ceremonials must be treated with good taste and accuracy whenever they are referred to,

4. MINISTERS:

Ministers of religion represented in their calling shall not be presented as undesirable characters or be made the subject of amusement.

B. RACE

No program will be acceptable which derides, misrepresents or attacks the different aspects of race, creed, color, or national origin.

C. MARRIAGE AND THE HOME

Since marriage and the family are recognized and approved institutions of our society, respect for the sanctity of marriage and the home must be maintained.

1. ADULTERY:

Adultery, or free love, when the theme is essential to the plot, shall not be presented as attractive or glamorous, nor should they be subjects for comedy, for thus ridicule is cast upon the essential relationships of the home, family and marriage, and illicit relationships are made to seem permissible and socially acceptable.

I. Principles and Practices Pertaining to Programs: (Cont.)

2. TRIANGLES:

In the treatment of the triangle, no inference should be left that extra-marital relations are socially or morally justifiable, and the offenders should never be portrayed sympathetically.

3. DIVORCES:

Divorce is not to be introduced in dramatic presentations gratuitously as the solution of any problems.

D. SEX

Sex themes (treatment of) should be within the limits of good taste and decency.

1. INTIMACY:

Scenes of passion, excessive, lustful, or intimate (in the legal sense) must never be used. Passion should not be suggested or treated outside the necessities of plot development.

2. DOUBLE ENTENDRE:

Suggestive dialogue must never be used. Suggestive situations should not be introduced or referred to.

3. PROSTITUTION:

White slavery and sex perversion are not proper subjects for entertainment or dramatic programs.

E. CRIME

The themes of crime and punishment shall never be presented in a way that will exalt the criminal, or enlist sympathy in his behalf, or disparage law and justice. Crimes shall always be punished, either specifically or by implications. The technique and methods of crime shall never be presented in detail nor in a manner to inspire imitation.

1. MURDER:

Murder or revenge as a motive for crime shall not be justified. Brutal killings, torture or physical agony shall not be presented in detail.

2. KIDNAPPING:

Episodes involving the kidnapping of children are forbidden.

3. RAPE:

The crimes of seduction or rape shall not be introduced unless necessary for plot development, in which case their introduction should not be explicit, vivid, or detailed. They should never be subject for comedy.

4. SUICIDE:

Suicide should never be presented as a satisfactory solution to any human problem.

1. Principles and Practices Pertaining to Programs: (Cont.)

5. CLASSICS:

The presentation of plays generally recognized as classics whose plots are concerned with murder or other crimes shall be in accordance with the highest standards of dramatic art.

F. HORROR

1. SOUND EFFECTS:

Horrorifying sound effects, unessential to plot development or calculated to mislead, shock, or unduly alarm the listener, shall not be used.

G. PROFANITY AND OBSCENITY

Sacrilegious, blasphemous, profane, salacious, obscene, vulgar, or indecent material is not acceptable for college broadcast, and no language of doubtful propriety will be sanctioned.

H. INSOBRIETY

Insobriety and excessive drinking, in connection with dramatic material, must not be portrayed as desirable or as prevalent factors in American college life.

I. DEFORMITIES AND INSANITY

Material which depends upon physical or mental imperfections or deformities shall not be used in a way to give offense to sufferers from similar defects. The presentation of insanity, or mental or physical maladjustments, for any sort of plot development will be judged on the basis of good taste by the board of directors.

J. REFERENCE TO INDIVIDUALS

Reference, whether jocular or serious, to living individuals, especially the administration and faculty, should be made only within the limits of good taste.

K. MISLEADING STATEMENTS

As protection to the university, exaggerated and/or false and misleading statements in entertainment or straight commercial copy and all other forms of misrepresentation are prohibited. This applies to misrepresentation of origination point of program as well as to all other matters. Any words or sound devices which may tend to mislead or misinform the student body must be avoided.

L. SPEAKERS

The university reserves the right to pass upon the qualifications of speakers on specialized, technical, scientific, and political subjects.

II. POLICIES APPLICABLE TO NEWS PROGRAMS:

Those who exercise a stewardship over the broadcast facilities of the University of Connecticut, Fort Trumbull Branch, have the duty to bring to the radio listeners of said university a full and impartial representation of university and public affairs, and of men and events important to public understanding.

The fundamental purpose of news and opinion in a democracy is to enable the people to know what is happening and to understand events.

1. IDENTIFICATION:

In the presentation of news, commentary and opinion, each shall be properly identified.

2. LIBEL, SLANDER:

All news reports, statements or speeches must conform to law, particularly the laws covering such matters as sedition, defamation, etc.

3. SENSATIONALISM:

News must be treated factually and analytically, never sensationally.

4. CRIME, SEX:

Stories of crime or sex must at all times be handled without morbid, sensational, or alarming details, and treated with the judgement required in broadcasting to a university audience.

5. OPINION:

The expression of important, interesting, or political opinion may, of itself, be news; therefore every care must be exercised to credit opinion to its source and differentiate very clearly between a statement of fact, and a statement of opinion.

III. DISCUSSION OF PUBLIC AND UNIVERSITY ISSUES:

The requests of all individuals, groups or organizations for time to discuss university, public or political issues of a controversial nature shall be considered in the light of the contribution which their use of time makes to the public interest and toward a well balanced program structure. Each such request will be considered solely on its individual merits without discrimination and without prejudice because of the identity of the individual, group or organization desiring such time.

This is a ticklish little paragraph. We've had trouble with very leftish elements but your best bet is to observe the rule and keep your ears open. Otherwise charges of discrimination will be noised about — suit yourself. Adopt a benevolent form of censorship (by script approval) to protect yourself in any such case.

GENERAL STATION RULES AND REGULATIONS:

1. Any material pertaining to copy or regulations should not only have the name of the author, but also the names of those approving said copy or regulation.
2. No officer of the organization will deride, humiliate, or otherwise take upon himself authority to discipline any other member of the staff in the presence of persons not connected with the station.
3. As a member of the organization, one should conduct himself in such a manner that he brings credit to the station, always keeping in mind that the station acts as a direct representative of this branch of the university in matters of public relations.
4. No man not connected with the station will at any time have access to the broadcasting facilities of the station.
5. All department heads are in complete charge of their departments.
6. Any task assigned to an individual will be accepted by that individual, and carried out by him to completion.
7. All members of the stations are expected to cooperate with all departments.
8. All continuities, including the words of all commercial copy must be presented at least 48 hours in advance of broadcast, except when the nature of the program, such as news comments, does not permit. The 48 hour deadline does not apply to advertisers privilege of making copy change at a later time. REVISED TO 36 HOURS
9. Members of the staff are expected to bring to the attention of the department head any suggestion or complaint pertaining to operation and authority. These officers are in turn obligated to refer such matters to departments and/or persons concerned.

NOTE:

These regulations are subject to revision and addition.

